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The Official Newspaper
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The Addison Galleries in Andover, Mass. this year holds their tenth annual show "Art Schools U.S.A.". This is exhibit of current work by painters enrolled in schools throughout the country, the submissions being selected by members of the faculties of the various schools. Five paintings of advanced students from C.S.F.A. were sent to this years show; the artists and works were

Bill Brown	TWO FIGURES
Robert Downs	THE LOVERS
Bernice Bing	LANDSCAPE
Manuel Neri	UNTITLED
Joan Brown	THE GOATS

In addition to work of currently enrolled students, this years show included invited works of successful painters who appeared as students in the first annual. Frank Lobdell, of our faculty, was one of these invited exhibitors. He sent three oils, all untitled. There is no information at hand on how many of those who showed in the first annual were invited back for the tenth, but the odds are that it was a small percentage.

At the close of the show at the Addison Galleries, certain works were chosen to travel around the country for one year under the auspices of the American Federation of Arts. Among the paintings chosen for this honor were two of those by Frank Lobdell and the submissions of Bill Brown, Bob Downs and Bernice Bing. Congratulations seem to be in order, all round.

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THE FRONT OFFICE WOULD BE AWFULLY, AWFULLY, GRATFUL
IF THE INMATES OF THIS INSTITUTION COULD REFRAIN
FROM LEAVING QUITE SO MUCH GARBAGE AROUND THE SOCIAL
HALL WHERE PEOPLE COMING IN FROM BEYOND OUR SHELTERING
WALLS TO VEIW EXHIBITS OF STUDENT WORK ARE ALSO GETTING
A FAIR IMPRESSION OF THE DIET AND SOCIAL LIFE OF
THESE SAME STUDENTS.

THE TOWER

Her Loyal Staff

Editor, Fred w. Eggers

Editorial Assistant, Elmon C. Morrison

Reporter, F. W. Eggers

Contribuiter, Lock Huey

Printer, F. W. Eggers

No editorial today.

That was a nice Halloween party. Were any students from this school there?

What happened to the annual student juried art show?

HOW TO SELL YOUR OWN MASTERPIECES

by Lock Huey

Oftentimes, (most of the time with me), an artist finds himself financially embarrassed and in need of good dirty cash. If you are an artist willing to sell your masterpieces, potboilers, etc. -- as well as yourself, then read on!

I'll presume you're still reading, (you money mad artist), and will continue to read on searching for helpful pointers on the art of selling your stuff.

Having finished your "do it by the numbers" or what have you, the next important point is the presentation of your masterpiece for the purpose of sale. Framing or matting your work is most important. A dry mounted drawing, or a pin-it-on-the-wall drawing may sell for a dollar. But the same drawing in a cut matte may sell for $9.99 just as easily. Glass frames are quite expensive, but are effective in making dull or lousy drawings more dramatic. They almost flatter your work into the masterpiece class. It is also possible to exhibit one's work under glass with hinges or some device so that the merchandise can be easily removed and quickly replaced when sold.

Pricing the masterpiece is the most difficult thing to do, especially if the work is priceless. The price is one of the most important factors determining whether a painting sells or not. If it is too high in price, the customer may decide to buy a new automobile instead....but then if it is too low priced a buyer may become suspicious -- thinking it's a lemon.

For example, two paintings priced at $10.00 each won't sell. Raise the price of both: one to $25.00 and the other to $17.65. They'll both sell.

I feel that the best way to price a painting is to pick out your best work and your lousiest, then price 'em. By using these as a criteria of measurement, price the rest of the stuff accordingly. For every show the artist should re-price his work. Either raise or lower prices slightly. One must remember that paintings are like wine -- the older the higher priced. However, if they are too old, they sour.

If you are exhibiting in a carnival you can afford to lower the prices slightly since most people at these shows are not aware of gallery prices. But when showing your work under better conditions, as in a gallery or through a dealer, raise your prices slightly -- no one will be able to see them anyway if the laquor is good.

An outdoor art show is like a floating dice game -- tax free, but somewhat crappy. Here there is a great opportunity to sell because you meet the customers face to face, and you can wheel and deal right on the spot. In an outdoor show hang as many paintings as possible, even though it may seem overcrowded, for at the open-air festival the buyer will be too tired to rummage through any portfolio you might have brought along.

If possible, painters should exhibit with potters or sculptors,

since both will have twice as much space to exhibit.

As soon as a painting is sold DON'T replace the empty spot, it may put another customer into the buying mood or reassure him that he is not the only fool. (It's good, also, to leave at least one empty place with tape or thumb tack, even though you haven't sold anything.)

When you speak to a customer about your paintings, be general. Allow the customer to explor the specific. He may sell himself on his own discoveries and conclude with the purchase of "a thinking man's painting".

If a buyer says he can't afford it, then move in fast and you've got 'em by explaining your easy payment plan with no carrying charges. Point out how much more time he would enjoy the painting if purchased NOW. If the buyers are husband and wife, and they start to pass the buck about the purchase....sting 'em with this question. "If I ever marry, I'd certainly wear the pants in my family." Then, if they are undecided as to whether they could "live with it", introduce your trade-in-painting plan or your rent-it-by-the-month plan.

In the last clinch, slap 'em in the eye with your press clippings and point out the rising value of your work.

If all this fails, cough violently, hinting that the end is near.

It's best to sell your paintings to someone you know, for then you will be sure your work has a good home. Otherwise you'll wonder where the paintings will end up -- In the Museum of Modern Art, some rummage sale, or wrapping for someone's garbage.

So -- selling yourself, advertising, prostitution, call it what you may, it pays.